

Customer No. 24498
Serial No. 09/868,254

Patent
RCA89185

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Hugh B. Morrison, et al.
Serial Number: 09/868,254
Atty. Dkt: RCA 89,185
Filing Date: June 15, 2001
Title: METHOD FOR SELECTING A PROGRAM DISPLAYED IN AND
ADVERTISEMENT IN AN APPLICATION SOFTWARE PROGRAM
Art Unit: 2623
Examiner: Rueben M. Brown

AMENDMENT AND RESPONSE TO OFFICE ACTION

**Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450**

Sir:

In response to the Office Action dated April 17, 2008, for which a response is due by July 17, 2008, please enter the following amendments and remarks/arguments in the above-referenced application.

Amendments to and Listing of the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.

CERTIFICATE OF TRANSMISSION

I hereby certify that this amendment is being faxed to the United States Patent & Trademark Office, fax # 571-273-8300, Mail Stop Amendment on:

July 14, 2008
Date

/Kathleen Lyles/
Kathleen Lyles